ESTTA Tracking number:

ESTTA527327 03/18/2013

Filing date:

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

### **Notice of Opposition**

Notice is hereby given that the following parties oppose registration of the indicated application.

## Opposers Information

Name	KCD IP, LLC
Granted to Date of previous extension	03/17/2013
Address	3333 Beverly Road Hoffman Estates, IL 60179 UNITED STATES

Name	Sears Brands, LLC		
Entity	Corporation	Citizenship	Illinois
Address	3333 Beverly Road Hoffman Estates, IL 60179 UNITED STATES		

Attorney information	Ronald H. Spuhler McAndrews, Held & Malloy 500 West Madison Street Suite 3400 Chicago, IL 60661 UNITED STATES rspuhler@mcandrews-ip.com, trademarks@mcandrews-ip.com	
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## **Applicant Information**

Application No	85590913	Publication date	09/18/2012
Opposition Filing Date	03/18/2013	Opposition Period Ends	03/17/2013
Applicant	Tandy Leather Factory, Inc. 1900 South East Loop 820 Ft. Worth, TX 76140 UNITED STATES		

## Goods/Services Affected by Opposition

Class 001. First Use: 1953/08/00 First Use In Commerce: 1953/08/00

All goods and services in the class are opposed, namely: contact cements; contact adhesives for use in leather crafts; adhesive cements for hobbyists; rubber cements for hobbyists

## **Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

## Marks Cited by Opposer as Basis for Opposition

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	CRAFTSMAN		
Goods/Services	Goods bearing the CRAFTSMAN mark, including but not limited to adhesive applicators.		

	•		
U.S. Registration No.	534259	Application Date	12/24/1948
Registration Date	12/05/1950	Foreign Priority Date	NONE
Word Mark	CRAFTSMAN		
Design Mark			. ,
	CRAF	TSMF	N
Description of Mark	NONE		
Goods/Services	Class U023 (International Class In Commerce: 1927/10/2		se: First Use: 1927/10/28 First
	SAWS, HAND SAWS, HAMM PLIERS, TAP AND DIE SET ADJUSTABLE SOCKET WR COLD CHISELS, HAND WR FRAMES, HAND DRILLS, PISNIPS, INDUSTRIAL TOOL WOOD CHISELS, BENCH S SHAPERS, RATCHET WRE SAWS, WOODSMEN'S SAW HAMMER HANDLES, HATC LAWN MOWERS, NON-POUGLASS CUTTERS; SCREW CUTTING, [ CROSS RIM WEEDGERS; PIPE WRENCHES BARS, [ PLASTERERS' HAVDRIVERS, BRICKLAYERS' HAVDRIVERS, BRICKLAYERS' HAVDRIVERS, SCYTHES, SHEARS, ] HEDDISC SANDERS, HAY FORIGARDEN AND LAWN RAKEDIGGERS, WEEDING HOES CULTIVATORS, GARDEN TSHEARS, PRUNING SAWS, HAMMERS, DOLLIES AND SURFACES, ] CLEAVERS, ICARVING SETS, PUTTY KNSCRAPERS, PLASTERERS	MERS, HAND HAMMIS, ADJUSTABLE EN ENCHES, BIT BRACENCHES, HACK SANUSH DRILLS, SCRENGRINDERS, TROWERS, JIG SAWS, LANGHES, PIPE THRE AND SETS RENCHES, JETAR DES, PIPE CUTTERS, FORE ENCHES, JETAR DES, PIPE CUTTERS, FORE ENCHES, JETAR DES, MATTOCK HOES, ROWELS, LEVINGER RESHROWELS, POTATOR TORQUE WRENCHES, BUTCHER KNOT TROWELS, LEVING SHAFTS, FORE ENCHES, JEWELE LEXIBLE SHAFTS, FEAMERS, EXPANSICES, TAPER REAMERS	D WRENCHES, ES, CIRCULAR SAWS, W BLADES, HACK SAW WDRIVERS, TINNERS' ELS, TWIST DRILLS, VISES, ITHE PLANERS, SPINDLE ADERS, FRET SAWS, BOW IND SAWS; AXE HANDLES, RK ARBORS AND CHUCKS; S, LAWN TRIMMERS, THEREOF FOR THREAD FRILLS; ADZES, TURF PUNCHES; PINCH AND PRY RACTORS, SCREW EARING SETS; ] COPING ERS; POCKET KNIVES; [ LL PRESSES, BELT AND S, SPADING FORKS, PADES, POST HOLE GARDEN HOES, HAND D HOOKS, ] PRUNING ES, [ BODY AND FENDERS HAPING CURVED METAL LINOLEUM KNIVES, IIVES, BREAD KNIVES, WALL ERATCH AWLS, PIPE VISES; ERS' SCREWDRIVERS, PISTON RING FILES, DN REAMERS, CYLINDER S, GRINDING WHEELS

REMOVERS, FLARING TOOLS (TUBING); GASKET CUTTERS, RING COMPRESSORS, PISTON GROOVE CUTTERS, [BUSHING PUNCHES, BUSHING DRIVER TOOLS, ] LEVER JAW WRENCHES, BOLT CUTTERS, VALVE LIFTERS, VALVE GRINDERS, VALVE SEAT REAMERS, VALVE SEAT REFACERS, TIRE TOOLS, MECHANICS' INSPECTION MIRRORS, RUBBER MALLETS; FILE HOLDERS, [STEEL LETTERS AND FIGURES, ] BRICKLAYERS' CHISELS, PULLEYS; RAZOR BLADES, SAW, SNIP AND HAMMER ATTACHMENETS FOR POWER OPERATED DRILLS, CHAIN SAWS, GASOLINE POWERED, CLUTCH ALIGNING TOOLS, AXLE RETHREADING DIES, BRAKE SPRING PLIERS, SPRING SPREADERS, PILOT BEARING PULLERS, SHACKLE PRY BARS, TIE ROD SPREADERS, SHOCK ABSORBER SPREADERS, SAW MANDRELS, JACK SHAFTS, AIR HAMMER, AIR CHISELS, PNEUMATIC BODY AND FENDER SETS, DRILL GRINDING ATTACHMENTS (HOLDERS), RAZORS; LONG HANDLED FLOOR SCRAPERS, LAWN MOWERS; POLISHING HEADS

U.S. Registration No.	565462	Application Date	12/16/1948
Registration Date	10/21/1952	Foreign Priority Date	NONE
Word Mark	CRAFTSMAN	•	
Design Mark	CRAFT	ZMAI	<b>6</b>
Description of Mark	NONE		
Goods/Services	Use In Commerce: 1935/01/0 TOOL BOXES, TOOL CHES	)0 TS, [ OIL CANS, ] DF	
	FOR HOLDING DRILLS, HO		

Attachments	Notice of Opposition.pdf ( 8 pages )(65358 bytes ) Exhibit A - Reg. No. 534259.pdf ( 2 pages )(74365 bytes ) Exhibit B - Reg. No. 565462.pdf ( 3 pages )(108101 bytes ) Exhibit C - 85-590913.pdf ( 2 pages )(49272 bytes ) 71571096#TMSN.gif ( 1 page )( bytes ) 71570647#TMSN.gif ( 1 page )( bytes )
	/15/064/#TMSN.gif ( 1 page )( bytes )

#### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Ronald H. Spuhler/
Name	Ronald H. Spuhler
Date	03/18/2013

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Opposition No.

#### NOTICE OF OPPOSITION

KCD IP, LLC, a Delaware limited liability company, along with its licensee Sears Brands, LLC, an Illinois limited liability company, both with a place of business at 3333 Beverly Road, Hoffman Estates, IL 60179 (hereinafter "Opposer") believes that they are and/or will be damaged by the registration of the trademark CRAFTSMAN ("Applicant's Mark") as set forth in U.S. Application Serial No. 85/590,913 (the "Application"), filed by Tandy Leather Factory, Inc. ("Applicant") and published on September 18, 2012. Accordingly, Opposer hereby opposes registration of Applicant's Mark.

The grounds for this Opposition are as follows:

- 1. Opposer is the owner of the famous trademark CRAFTSMAN, for use alone or in combination on, *inter alia*, hand tools, power tools and tool or "handyman" accessories ("Opposer's CRAFTSMAN Mark").
- 2. The CRAFTSMAN Mark has been used since 1927 in connection with a wide range of goods, including manual and power tools and attachments therefore, gasoline and electric powered lawn and garden tools for home and commercial use, electronic measuring devices, metal tool boxes and chests, clothing, footwear and toys. Use of the CRAFTSMAN Mark has taken place in both the United States and the rest of the world.
- 3. From power tools to hand tools to lawn and garden equipment, the Craftsman brand was honored with 19 recognitions in 2011 for its top innovations, including "Power Tool Brand of the Year" by the Harris Poll 2011 EquiTrend® study and for the third consecutive year "Top Hand Tool Brand" by the Popular Mechanics Reader's Choice Award. In addition, Popular Science magazine bestowed its "Best of What's New" recognition on its revolutionary Craftsman Quick Boost™ Charger.
- 4. Goods sold under the CRAFTSMAN Mark have been extensively marketed and promoted, both in the United States and around the world.
- 5. As such, Opposer's goods offered under the CRAFTSMAN Mark are well-known amongst the members of the public and those of the trade, who associate them with the Opposer.
- 6. Opposer has broadened fame and recognition of its CRAFTSMAN Mark as a result of its extensive and continuous advertising and promoting of its CRAFTSMAN Mark for many years.
  - 7. Opposer owns literally hundreds of trademark registrations and applications for

its CRAFTSMAN Mark in the United States and abroad.

8. For example, Reg. No. 534259 covers:

# CRAFTSMAN

For use in connection with "AUGER BITS, AXES, BACKSAWS, BREAST DRILLS, CHISELS, FILES, HACK SAWS, HAND SAWS, HAMMERS, HAND HAMMERS, HATCHETS, PLANES, PLIERS, TAP AND DIE SETS, ADJUSTABLE END WRENCHES, ADJUSTABLE SOCKET WRENCHES, BIT BRACES, CIRCULAR SAWS, COLD CHISELS, HAND WRENCHES, HACK SAW BLADES, HACK SAW FRAMES, HAND DRILLS, PUSH DRILLS, SCREWDRIVERS, TINNERS' SNIPS, INDUSTRIAL TOOL GRINDERS, TROWELS, TWIST DRILLS, VISES, WOOD CHISELS, BENCH SAWS, JIG SAWS, LATHE PLANERS, SPINDLE SHAPERS, RATCHET WRENCHES, PIPE THREADERS, FRET SAWS, BOW SAWS, WOODSMEN'S SAWS, DADO SAWS, BAND SAWS; AXE HANDLES, HAMMER HANDLES, HATCHET HANDLES; WORK ARBORS AND CHUCKS; LAWN MOWERS, NON-POWER LAWN MOWERS, LAWN TRIMMERS, GLASS CUTTERS; SCREW PLATES AND SETS THEREOF FOR THREAD CUTTING, [ CROSS RIM WRENCHES, | STAR DRILLS; ADZES, TURF EDGERS; PIPE WRENCHES, PIPE CUTTERS, PUNCHES; PINCH AND PRY BARS, [ PLASTERERS' HAWKS; ] SCREW EXTRACTORS, SCREW DRIVERS, BRICKLAYERS' HAMMERS; [ BALL BEARING SETS; | COPING SAWS, PAINT SPRAYERS, HAND LAWN CLIPPERS; POCKET KNIVES; [ SCYTHES, SHEARS, ] HEDGE TRIMMERS, DRILL PRESSES, BELT AND DISC SANDERS, HAY FORKS, MANURE FORKS, SPADING FORKS, GARDEN AND LAWN RAKES, SHOVELS AND SPADES, POST HOLE DIGGERS, WEEDING HOES, MATTOCK HOES, GARDEN HOES, HAND CULTIVATORS, GARDEN TROWELS, [ POTATO HOOKS, | PRUNING SHEARS, PRUNING SAWS, TORQUE WRENCHES, [ BODY AND FENDERS HAMMERS. DOLLIES AND SPOONS FOR RESHAPING CURVED METAL SURFACES, 1 CLEAVERS, ROOFING KNIVES, LINOLEUM KNIVES, CARVING SETS, PUTTY KNIVES, BUTCHER KNIVES, BREAD KNIVES, WALL SCRAPERS, PLASTERERS' TROWELS, PARING KNIVES; POST HOLE AUGERS, NAIL SETS, COUNTERSINK BITS, SCRATCH AWLS, PIPE VISES; SCRIBERS. MECHANICS' TWEEZERS, JEWELERS' SCREWDRIVERS, JEWELERS' DRILL SETS, FLEXIBLE SHAFTS, PISTON RING FILES, CYLINDER WALL RIDGE REAMERS, EXPANSION REAMERS, CYLINDER GRINDERS, GEAR PULLERS, TAPER REAMERS, GRINDING WHEELS DRESSERS, CHALK LINE REEL AND LINE; CIRCLE CUTTERS, STUD REMOVERS, FLARING TOOLS (TUBING); GASKET CUTTERS, RING COMPRESSORS, PISTON GROOVE CUTTERS, [BUSHING PUNCHES, BUSHING DRIVER TOOLS, ] LEVER JAW WRENCHES, BOLT CUTTERS, VALVE LIFTERS, VALVE GRINDERS, VALVE SEAT REAMERS, VALVE SEAT REFACERS, TIRE TOOLS, MECHANICS' INSPECTION MIRRORS, RUBBER MALLETS; FILE HOLDERS, [ STEEL LETTERS AND FIGURES, ] BRICKLAYERS' CHISELS, PULLEYS; RAZOR BLADES, SAW, SNIP AND HAMMER ATTACHMENETS FOR POWER OPERATED DRILLS, CHAIN SAWS, GASOLINE POWERED, CLUTCH ALIGNING TOOLS, AXLE RETHREADING DIES, BRAKE SPRING PLIERS, SPRING SPREADERS, PILOT BEARING PULLERS, SHACKLE PRY BARS, TIE ROD SPREADERS, SHOCK ABSORBER SPREADERS, SAW MANDRELS, JACK SHAFTS, AIR HAMMER, AIR CHISELS, PNEUMATIC BODY AND FENDER SETS, DRILL GRINDING ATTACHMENTS (HOLDERS), RAZORS; LONG

HANDLED FLOOR SCRAPERS, LAWN MOWERS; POLISHING HEADS." This Registration claims a date of first use in commerce of October 28, 1927. A copy of this registration is attached as Exhibit A.

9. In addition, Reg. No. 565462 covers:

# **CRAFTSMAN**

For use in connection with "TOOL BOXES, TOOL CHESTS, [OIL CANS, ] DRILL CASES AND STANDS FOR HOLDING DRILLS, HOSE REELS, ALL SOLD EMPTY IN THE TRADE." This Registration claims a date of first use in commerce of January 1935. A copy of this registration is attached as Exhibit B.

- 10. On April 6, 2012, Applicant filed its Application seeking to register the mark CRAFTSMAN in connection with: contact cements; contact adhesives for use in leather crafts; adhesive cements for hobbyists; rubber cements for hobbyists ("Applicant's Goods"). Information downloaded from TESS regarding this Application is attached as Exhibit C.
- 11. Opposer's use and registration of its CRAFTSMAN Mark including but not limited to use in connection with adhesive applicators predates Applicant's filing date.

# First Ground of Opposition Likelihood of Confusion with Opposer's CRAFTSMAN Mark

- 12. Opposer incorporates paragraphs 1-9 as though alleged herein.
- 13. Applicant's Mark is identical to and so resembles Opposer's CRAFTSMAN Mark so as to be likely, when applied to Applicant's Goods, to cause confusion or mistake or to deceive consumers as to the affiliation, connection or association of Applicant with Opposer, or as to the origin, sponsorship, or approval of Applicant's goods by Opposer.

- 14. Applicant's Goods are related to certain goods sold under Opposer's CRAFTSMAN Mark so as to be likely, when sold under the CRAFTSMAN mark, to cause confusion or mistake or to deceive consumers as to the origin of Applicant's Goods.
- 15. Opposer will be damaged by the issuance of the Application as a registration by likely causing consumers to be confused or to mistakenly believe that the products sold by Applicant are associated with, endorsed or sponsored by, or otherwise affiliated with Opposer.
- 16. Accordingly, Applicant's Mark is unregisterable under Section 2(d) of the Trademark Act, 15 U.S.C. Section 1052(d), and should be refused registration.

# Second Ground of Opposition Dilution of Opposer's Famous CRAFTSMAN Marks

- 17. Opposer incorporates paragraphs 1-13 as though alleged herein.
- 18. As a result of Opposer's widespread use and registration of the CRAFTSMAN Mark, the high degree of consumer recognition of the CRAFTSMAN Mark, the significant revenue realized by Opposer from the sale of goods and services under the CRAFTSMAN Mark, and Opposer's registrations for the CRAFTSMAN Mark, the CRAFTMAN Mark is famous within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. Section 1125(c).
- 19. The CRAFTMAN Mark became famous prior to Applicant's filing date of the Application.
- 20. Applicant's Mark is identical in sound, appearance and commercial impression with the common use of the word CRAFTSMAN.
- 21. Registration of Applicant's Craftsman mark is likely to cause dilution of Opposer's famous CRAFTSMAN Mark.
  - 22. Registration of Applicant's Craftsman mark is likely to blur, tarnish and

weaken the commercial impression in consumers' minds between Opposer's famous

CRAFTSMAN Mark and the goods and services provided under those marks, thereby diluting

the distinctiveness of the famous CRAFTSMAN Mark to Opposer's detriment.

23. Accordingly, Applicant's Mark is unregisterable pursuant to Section 43(c) of the

Lanham Act and should be refused registration.

WHEREFORE, Opposer respectfully prays that this Opposition be sustained in favor of

Opposer and that Application Serial No. 85/590,913 for CRAFTSMAN be rejected and denied

registration.

This Notice of Opposition is submitted with the requisite filing fee. The Patent &

Trademark Office is authorized to deduct any other fees due from Deposit Account 13-0017.

Respectfully submitted,

Dated: March 18, 2013 /s/Ronald H. Spuhler

Ronald H. Spuhler

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Guy W. Barcelona

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E-mail: gbarcelona@mcandrews-ip.com

Attorneys for Opposer

KCD IP, LLC

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### **CERTIFICATE OF SERVICE**

I hereby certify that on March 18, 2013, a copy of the foregoing **NOTICE OF OPPOSITION** was served upon Applicant by electronic mail and by depositing same with the United States Postal Service as First Class Mail in an envelope addressed as follows:

Jeffrey Becker Haynes and Boone, LLP 2323 Victory Avenue, Suite 700 Dallas, Texas 75291

/s/ Ronald H. Spuhler

# **EXHIBIT A**

United States Patent and Trademark Office

#### TRADEMARK PRINCIPAL REGISTER

# CRAFTSMAN

SEARS, ROEBUCK AND CO. (NEW YORK CORPORATION SEARS TOWER CHICAGO, IL 60684

OWNER OF U.S. REG. NOS. 245,809, 426,834 AND OTHERS.

FOR: AUGER BITS, AXES, BACK-SAWS, BREAST DRILLS, CHISELS, FILES, HACK SAWS, HAND SAWS, HAMMERS, HAND HAMMERS, HATCH-ETS, PLANES, PLIERS, TAP AND DIE SETS, ADJUSTABLE END WRENCHES, ADJUSTABLE SOCKET WRENCHES, BIT BRACES, CIRCULAR SAWS, COLD CHISELS, HAND WRENCHES, HACK SAW BLADES, HACK SAW FRAMES, HAND DRILLS, PUSH DRILLS, SCREW-DRIVERS, TINNERS' SNIPS, INDUSTRI-AL TOOL GRINDERS, TROWELS, AL TOOL GRINDERS, TROWELS, TWIST DRILLS, VISES, WOOD CHIS-ELS, BENCH SAWS, JIG SAWS, LATHE PLANERS, SPINDLE SHAPERS, RATCH-ET WRENCHES, PIPE THREADERS, FRET SAWS, BOW SAWS, WOODS-MEN'S SAWS, DADO SAWS, BAND SAWS; AXE HANDLES, HAMMER HAN-DLES, HATCHET HANDLES; WORK LAWN AND CHUCKS; ARBORS NON-POWER LAWN MOWERS. MOWERS, LAWN TRIMMERS, GLASS CUTTERS; SCREW PLATES AND SETS THEREOF FOR THREAD CUTTING. [CROSS RIM WRENCHES.] STAR DRILLS: ADZES, TURF EDGERS: PIPE CUTTERS, PIPE WRENCHES, PUNCHES; PINCH AND PRY BARS, [PLASTERERS' HAWKS:] SCREW EX-TRACTORS, SCREW DRIVERS, BRICK-LAYERS' HAMMERS: [BALL BEARING SETS;] COPING SAWS. PAINT SPRAY-ERS, HAND LAWN CLIPPERS, POCKET KNIVES: [SCYTHES. SHEARS.] HEDGE TRIMMERS, DRILL PRESSES, BELT AND DISC SANDERS, HAY FORKS, MANURE FORKS, SPADING FORKS, GARDEN AND LAWN RAKES, SHOV-ELS AND SPADES, POST HOLE DIGGERS, WEEDING HOES, MATTOCK HOES, GARDEN HOES, HAND CULTI-TROWELS, GARDEN VATORS. [POTATO HOOKS,] PRUNING SHEARS, PRUNING SAWS, TORQUE WRENCHES, [BODY AND FENDER HAMMERS, DOL-LIES AND SPOONS FOR RESHAPING CURVED METAL SURFACES;] CLEAV-ERS, ROOFING KNIVES, LINOLEUM KNIVES, CARVING SETS, PUTTY KNIVES, BUTCHER KNIVES, BREAD KNIVES, WALL SCRAPERS, PLASTER-ERS' TROWELS, PARING KNIVES; POST HOLE AUGERS, NAIL SETS, COUNTERSINK BITS, SCRATCH AWLS, PIPE VISES; SCRIBERS; MECHANICS' TWEEZERS, JEWELERS' SCREWDRIV-

ERS, JEWELERS' DRILL SETS, FLEXI-BLE SHAFTS, PISTON RING FILES, CYLINDER WALL RIDGE REAMERS, EXPANSION REAMERS, CYLINDER GRINDERS, GEAR PULLERS, TAPER REAMERS, GRINDING WHEEL DRESS-ERS. CHALK LINE REEL AND LINE; CIRCLE CUTTERS, STUD REMOVERS, FLARING TOOLS (TUBING); GASKET CUTTERS, RING COMPRESSORS, PISTON GROVE CUTTERS. [BUSHING PUNCHES, BUSHING DRIVER TOOLS,] LEVER JAW WRENCHES, BOLT CUT-VALVE LIFTERS, VALVE GRINDERS, VALVE SEAT REAMERS, VALVE SEAT REFACERS, TIRE SEAT REFACERS, TIRE MECHANICS' INSPECTION TOOLS, MIRRORS, RUBBER MALLETS, FILE HOLDERS, [STEEL LETTERS AND FIG-URES,] BRICKLAYERS' CHISELS, PUL-LEYS; RAZOR BLADES; SAW, SNIP

AND HAMMER ATTACHMENTS FOR POWER OPERATED DRILLS, CHAIN SAWS, GASOLINE POWERED, CLUTCH ALIGNING TOOLS, AXLE RETHREADING DIES, BRAKE SPRING PLIERS, SPRING SPREADERS, PILOT BEARING PULLERS, SHACKLE PRY BARS. TIE ROD SPREADERS, SHOCK ABSORBER SPREADERS, SAW MANDRELS, JACK SHAFTS, AIR HAMMERS, AIR CHISELS, PNEUMATIC BODY AND FENDER SETS, DRILL GRINDING ATTACHMENTS (HOLDERS), RAZORS, LONG HANDLED FLOOR SCRAPERS, LAWN MOWERS; POLISHING HEADS, IN CLASS 23 (INT. CLS. 7 AND 8).

FIRST USE 10-28-1927; IN COMMERCE 10-28-1927.

SER. NO. 71-571,096, FILED 12-24-1948.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Dec. 25, 1990.

# **EXHIBIT B**

Int. Cls.: 6 and 21

Prior U.S. Cl.: 2

United States Patent and Trademark Office

Reg. No. 565,462

United States Fatent and Trademark Offici

Registered Oct. 21, 1952

10 Year Renewal

Renewal Term Begins Oct. 21, 1992

#### TRADEMARK PRINCIPAL REGISTER

# **CRAFTSMAN**

SEARS, ROEBUCK AND CO. (NEW YORK CORPORATION)
SEARS TOWER
CHICAGO, IL 60684

OWNER OF U.S. REG. NOS. 302,001, 54,259 AND OTHERS.

FOR: TOOL BOXES, TOOL CHESTS, [OIL CANS,] DRILL CASES AND

STANDS FOR HOLDING DRILLS, HOSE REELS, ALL SOLD EMPTY IN THE TRADE, IN CLASS 2 (INT. CLS. 6 AND 21).

FIRST USE 1-0-1935; IN COMMERCE 1-0-1935.

SER. NO. 71-570,647, FILED 12-16-1948.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Dec. 8, 1992.

COMMISSIONER OF PATENTS AND TRADEMARKS

Registered Oct. 21, 1952

Registration No. 565,462

# PRINCIPAL REGISTER Trade-Mark

## UNITED STATES PATENT OFFICE

Sears, Roebuck and Co., Chicago, Ill.

Act of 1946

Application December 16, 1948, Serial No. 570,647

## **CRAFTSMAN**

#### STATEMENT

Sears, Roebuck and Co., a corporation duly organized under the laws of the State of New York and having its principal place of business at 925 South Homan Ave., Chicago, Illinois, has adopted and is using the trade-mark shown in the accompanying drawing, for TOOL BOXES, TOOL CHESTS, OIL CANS, DRILL CASES AND STANDS FOR HOLDING DRILLS, HOSE REELS, ALL SOLD EMPTY IN THE TRADE, in Class 2 Receptacles, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trademark being applied by metal name plates and decalcomania transfers affixed to goods, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

The trade-mark was first used in January 1935 for tool boxes, tool chests, drill cases and stands for holding drills, and on January 15, 1946, for

oil cans, and on January 15, 1942, for hose reels, and first used in commerce among the several States which may lawfully be regulated by Congress on or about the same time.

Applicant is the owner of the following registrations: 302,001, dated March 21, 1933; 302,839, dated May 2, 1933; 303,514, dated May 30, 1933; 304,812, dated July 18, 1933; 306,983, dated September 5, 1933; 308,424, dated December 5, 1933; 318,415, dated October 23, 1934; 319,128, dated November 13, 1934; 390,878, dated October 7, 1941; 426,834, dated January 14, 1947; 522,768, dated March 21, 1950; 523,583, dated April 4, 1950; 525,092, dated May 9, 1950; 531,207, dated September 26, 1950, and 534,259, dated December 5, 1950.

SEARS, ROEBUCK AND CO., By C. E. HUMM, Secretary.

COMB. NFF. SEC. 8 & 15 19 1958

# **EXHIBIT C**



#### **United States Patent and Trademark Office**

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## **Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Mon Mar 18 05:02:46 EDT 2013

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG BOTTOM HELP

Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

TSDR (Use the "Back" button of the Internet Browser to return to TESS)

# CRAFTSMAN

Word Mark CRAFTSMAN

**Goods and**IC 001. US 001 005 006 010 026 046. G & S: contact cements; contact adhesives for use in leather crafts; adhesive cements for hobbyists; rubber cements for hobbyists. FIRST USE:

19530800. FIRST USE IN COMMERCE: 19530800

Standard Characters Claimed

Mark Drawing (4) STANDARD CHARACTER MARK Code

Serial Number 85590913 Filing Date April 6, 2012

Current Basis 1A
Original Filing
Basis
1A

Published for Opposition September 18, 2012

Owner (APPLICANT) Tandy Leather Factory, Inc. CORPORATION DELAWARE 1900 South East Loop

820 Ft. Worth TEXAS 76140

Attorney of Record

Type of Mark

TRADEMARK

Register PRINCIPAL Live/Dead

Indicator LIVE

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG TOP HELP

|.HOME | SITE INDEX| SEARCH | eBUSINESS | HELP | PRIVACY POLICY